

title of course	<b>M4.C Strategic Brand Management</b>
Responsible instructor	Prof Dr Sebastian Ullrich
Learning objectives	<ul style="list-style-type: none"> <li>▪ Understand and measure customer-based brand equity</li> <li>▪ Identify brand positioning and values</li> <li>▪ Describe and illustrate brand models</li> <li>▪ Plan and implement the brand marketing program,</li> <li>▪ Illustrate and apply the measuring and interpreting brand performance</li> <li>▪ Identify options for growing and sustaining brand equity</li> <li>▪ Understand and apply creativity techniques,</li> </ul>
Course contents	<ol style="list-style-type: none"> <li>1. Introduction and overview</li> <li>2. Creativity workshop</li> <li>3. Brands and brand management</li>   <li>4. Identifying and establishing brand positioning and values <ol style="list-style-type: none"> <li>4.1. Customer-based brand equity</li> <li>4.2. Brand positioning</li> <li>4.3. Further brand models</li> </ol> </li>   <li>5. Planning and implementing the brand marketing program <ol style="list-style-type: none"> <li>5.1. Choosing brand elements to build brand equity</li> <li>5.2. Designing marketing campaigns to build brand equity</li> <li>5.3. Integrating marketing communications to build brand equity</li> <li>5.4. Using secondary brand associations to build brand equity</li> </ol> </li>   <li>6. Measuring and interpreting brand performance <ol style="list-style-type: none"> <li>6.1. Developing a brand equity measurement and management system</li> <li>6.2. Measuring sources of brand equity: capturing the customer mindset</li> <li>6.3. Measuring outcomes of brand equity: capturing market performance</li> </ol> </li>   <li>7. Growing and sustaining brand equity <ol style="list-style-type: none"> <li>7.1. Designing and implementing branding strategies</li> <li>7.2. Introducing and naming products and brand extensions</li> <li>7.3. Managing brands over time</li> </ol> </li> </ol>
Teaching methods	<ul style="list-style-type: none"> <li>▪ Lectures</li> <li>▪ Exercises</li> <li>▪ Hermeneutic discourses</li> <li>▪ Discussion</li> <li>▪ Student presentations</li> <li>▪ Self-study</li> </ul>
Prerequisites	There are no formal requirements.
Suggested reading	<ul style="list-style-type: none"> <li>▪ Keller, K.L.: Strategic Brand Management, Pearson Education.</li> <li>▪ Kapferer, J.-N.: The New Strategic Brand Management: Advanced Insights and Strategic Thinking, Kogan Page.</li> <li>▪ Keller, K.L. (2003): Brand Synthesis: The Multidimensionality of Brand Knowledge, Journal of consumer Research.</li> <li>▪ Further research articles given in class.</li> </ul>
Applicability	<p>This course is in particular applicable to the following master programmes: International Business and Economics (M.A.), Finance (M.Sc.).</p> <p>This course is also applicable to other business-oriented master programmes offered by Schmalkalden University of Applied Sciences.</p>

Workload	Total workload: 180 hours, of them: <ul style="list-style-type: none"> <li>▪ Lecture: 45</li> <li>▪ Self-study: 135, of them: <ul style="list-style-type: none"> <li>▪ Course preparation (in particular reading): 30</li> <li>▪ Follow-up: 30</li> <li>▪ Preparation for academic research project: 45</li> <li>▪ Exam preparation: 30</li> </ul> </li> </ul>
ECTS credit points and weighting factor	6 ECTS credit points; weighting factor: 6/120
Basis of student evaluation	<ul style="list-style-type: none"> <li>▪ Comprehensive written examination, 90 minutes (80%)</li> <li>▪ Student research project (20%)</li> </ul>
Time	First academic year
Frequency	Each academic year
Duration	One semester
Course type	Elective course
Remarks	Teaching language is English.